

Monthly Tourist Tax Data Analysis

Tourist Tax Data and Statistics Report for Brevard County For Month Ending September 30, 2016



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Tourist Development Council

November 10, 2016

Tourist Development Council
Brevard County, Florida

Tourist Tax Data and Statistics Report for month ending: September 30, 2016

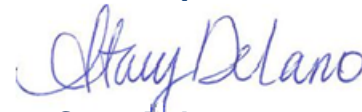
Please find included herein the historical "Tourist Tax Data and Statistics Report" for the month ending September 30, 2016. The data in this report is grouped in accordance with guidelines as prescribed in Florida Statutes.

Please be advised of the following which affect the data grouping and reporting:

1. All information is unaudited.
2. "Gross Receipts" represents Tourist Tax Collection figures reported to the Tourist Development Office from the Tax Collector's Office and all statistics are based on tax returns submitted and paid. Statistics are subject to change due to subsequent collections and future enforcement action.
3. The geographical definition of current zones be modified for compliance in future reporting.
4. Recent modifications to data reporting systems and regulations apply to data that is generated by our tax collection process and related systems. Third party data which be obtained by us to provide enhanced statistics are outside such regulation, such as the STR report.
5. Please note the following for types of properties, which have been grouped for better organization and representation of the data:
 - Hotel / Motel represents all Hotels and Motels
 - Condos represents all Condominiums and Apartments
 - Vacation Rentals represents all Vacation Rentals, Single Family, Interval Owner, Cottage, Duplex, Mobile Home Park, Room, Rooming House, and Other
 - RV Park / Campground represents all RV Parks and Campgrounds

If I can be of further assistance to the Council, or should you wish to discuss this report further, please do not hesitate to contact me.

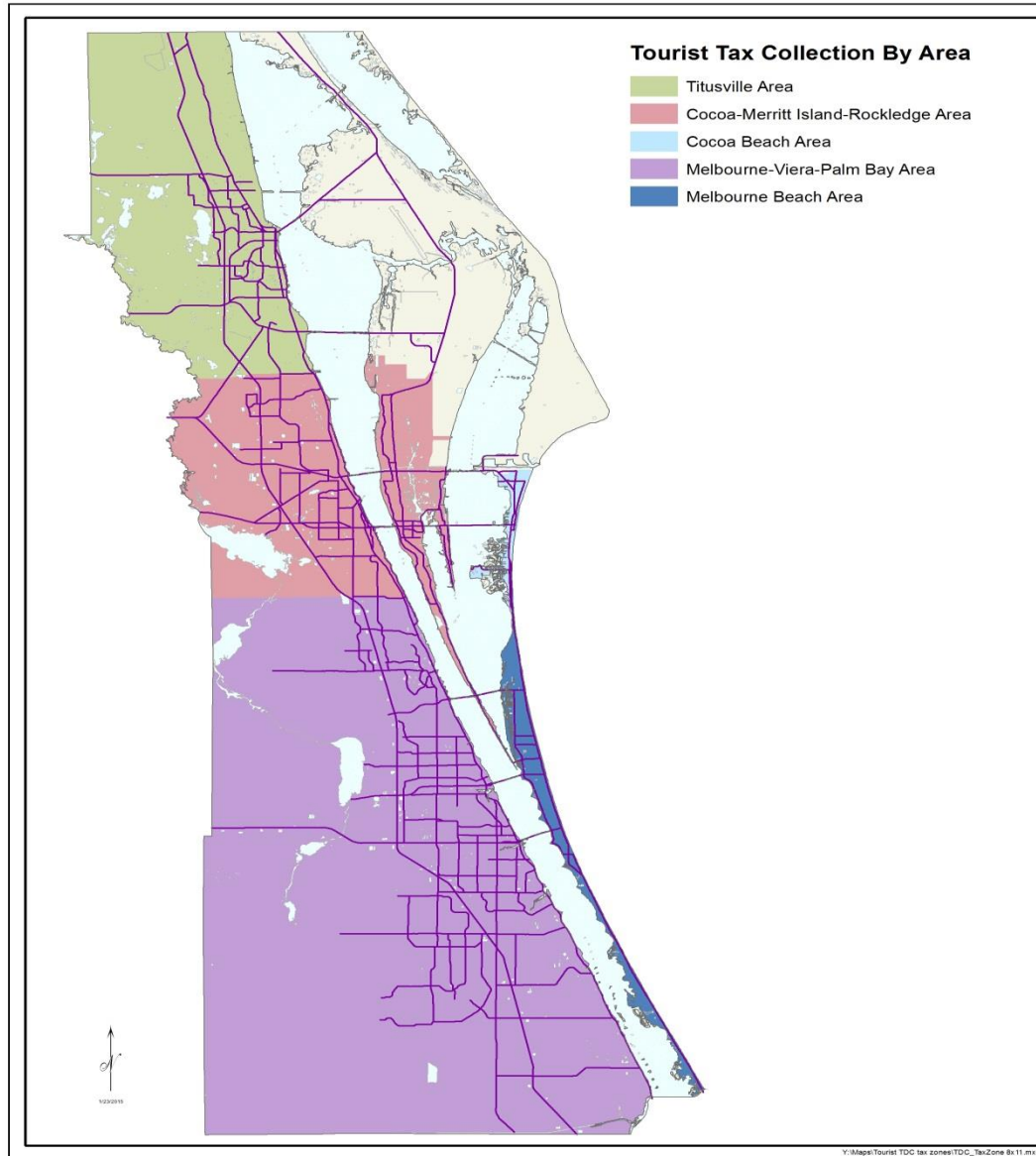
Sincerely



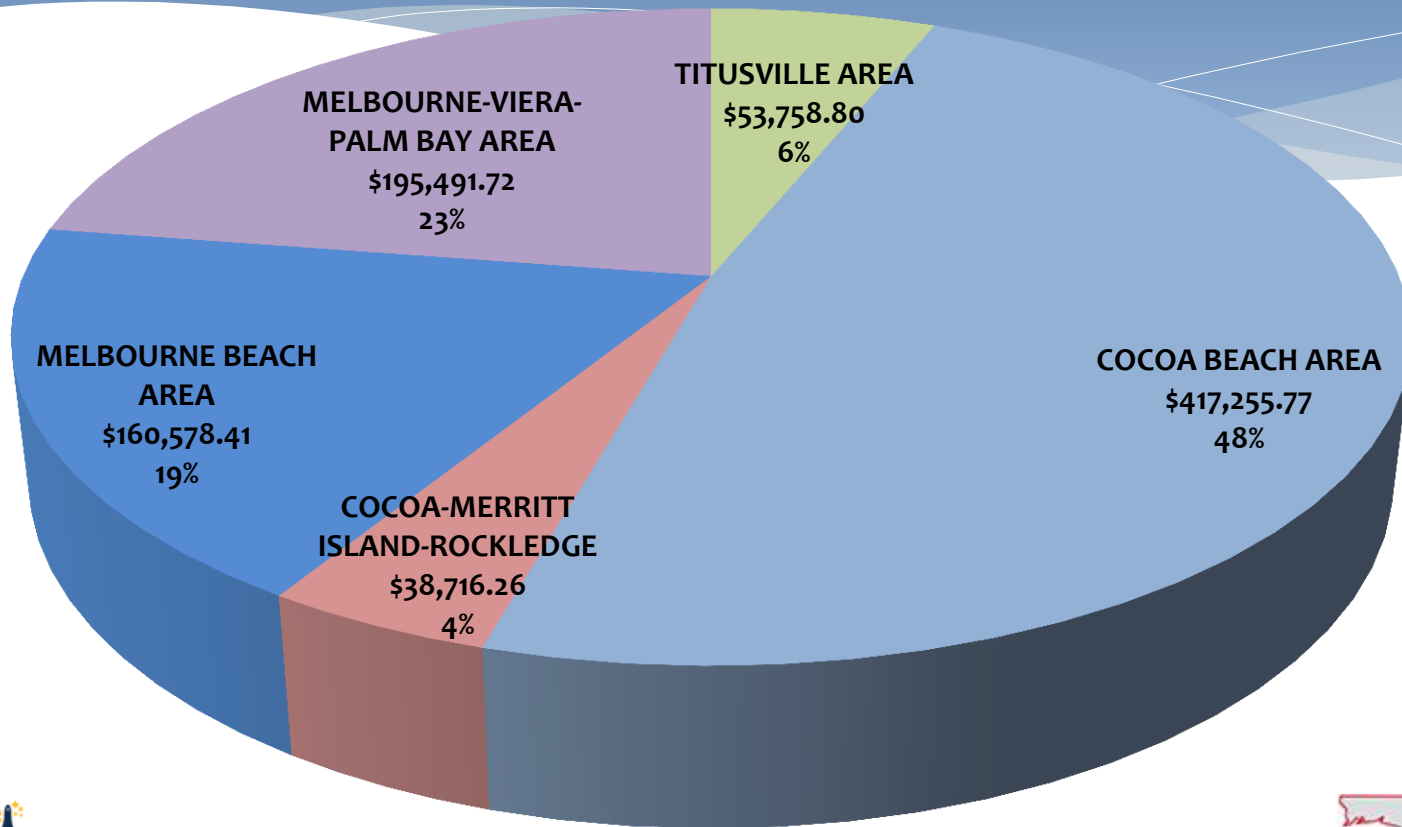
Stacy DeLano
Finance Director
Tourist Development Office



Map of Tourist Tax Collections by Area



Tourist Tax Collections by Area September 2016



\$865,800.96



Tourist Tax Collections by Type

September 2016

VACATION RENTALS

\$54,157.90

6%

RV PARK/CAMPGROUND

\$14,251.34

2%

AIRBnB

\$18,025.65

2%

CONDO

\$108,300.95

13%

HOTEL/MOTEL

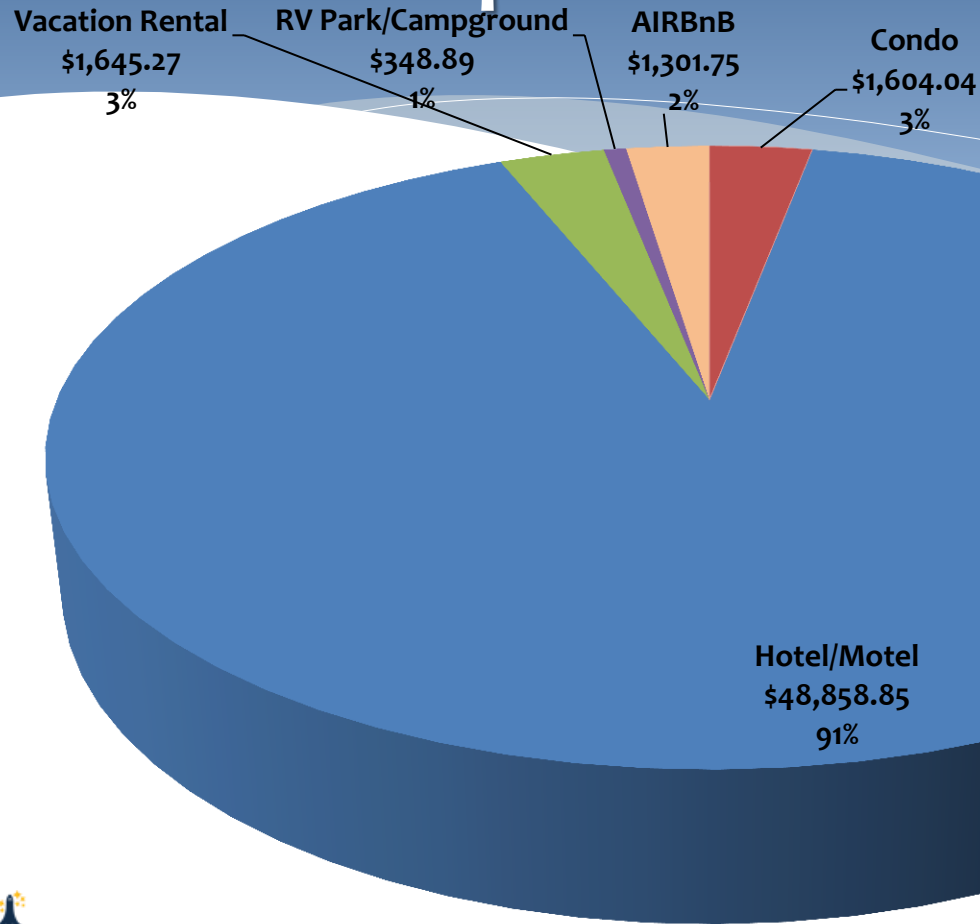
\$667,394.92

77%

\$865,800.96

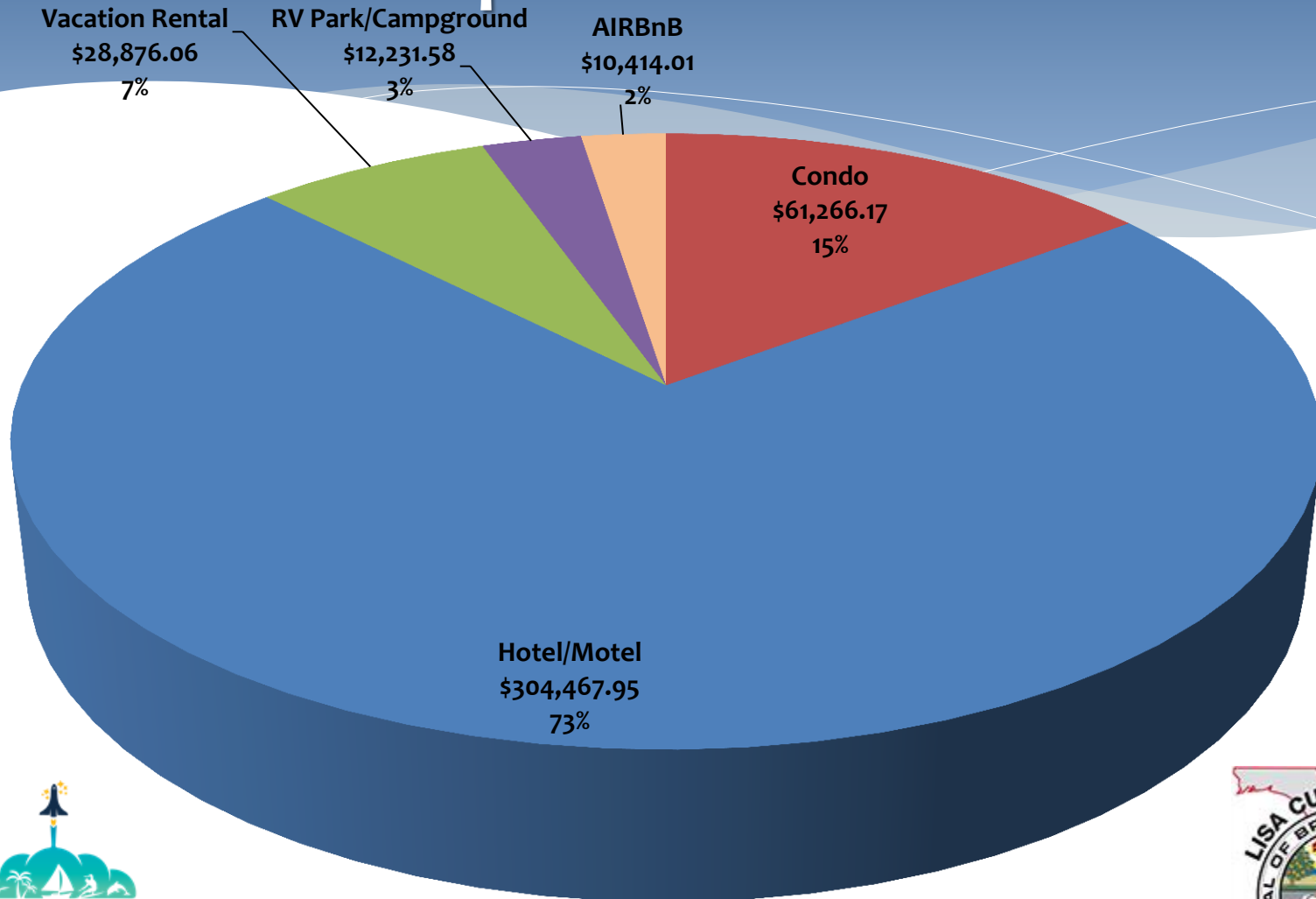


Titusville Area by Type September 2016

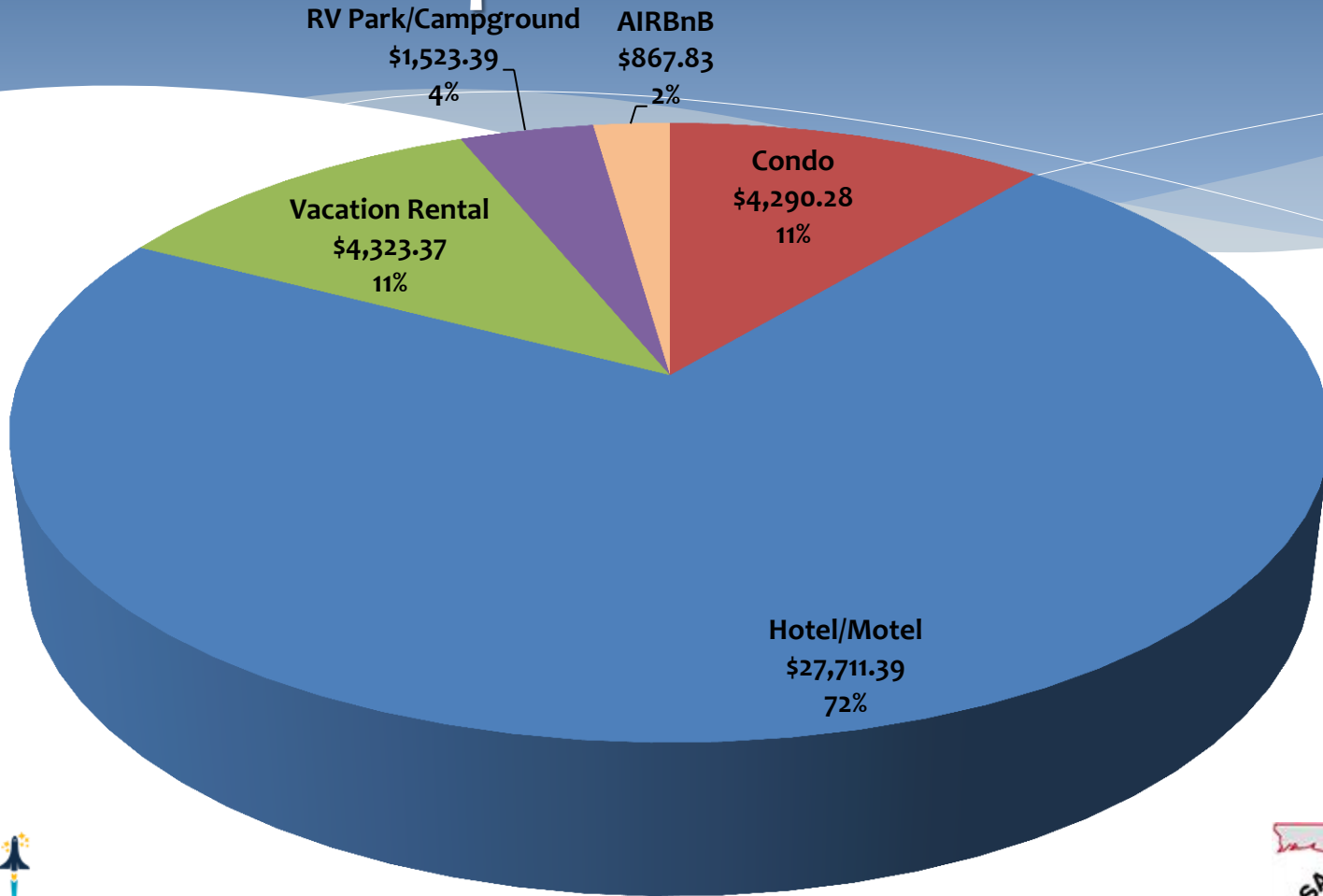


Cocoa Beach Area by Type

September 2016

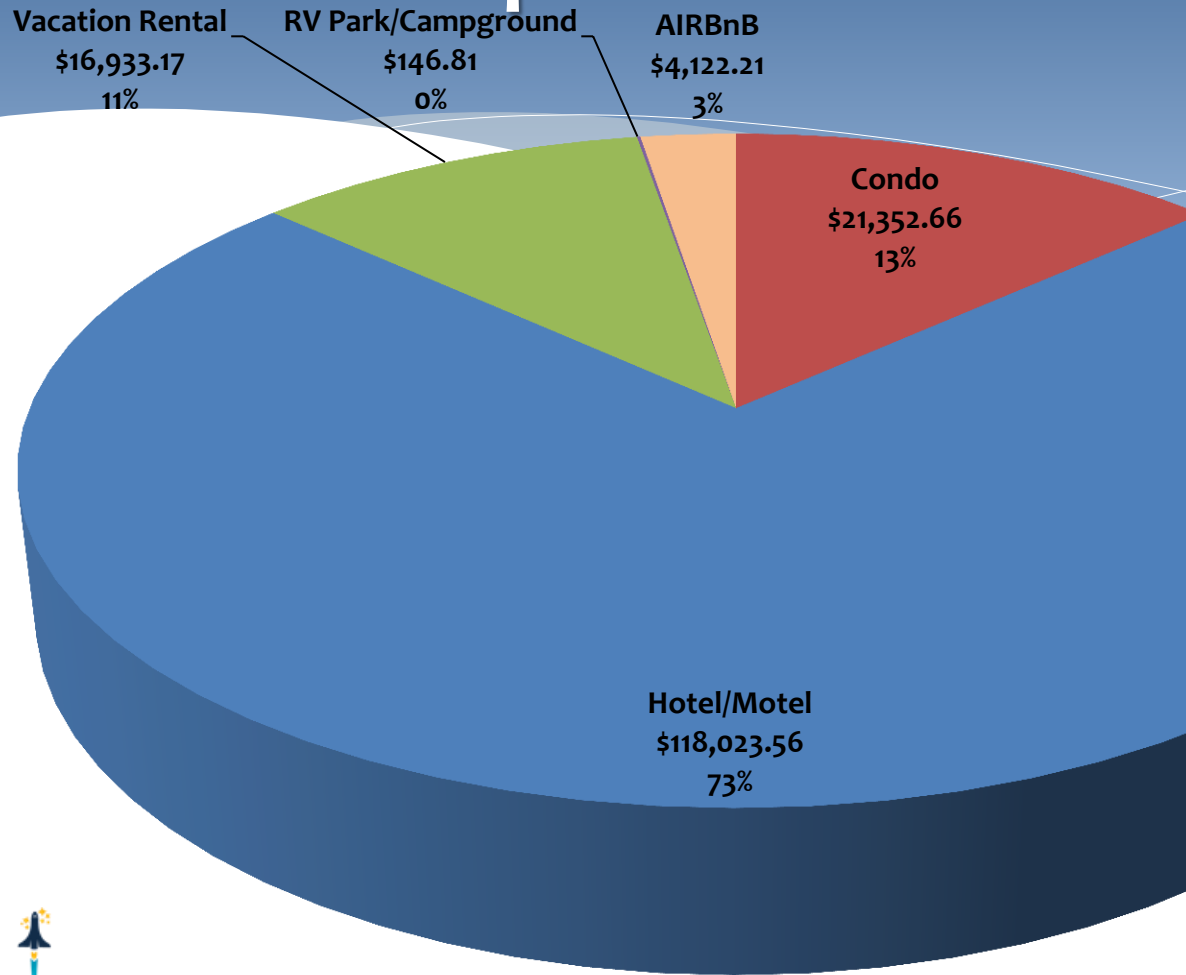


Cocoa-Merritt Island-Rockledge Area by Type September 2016

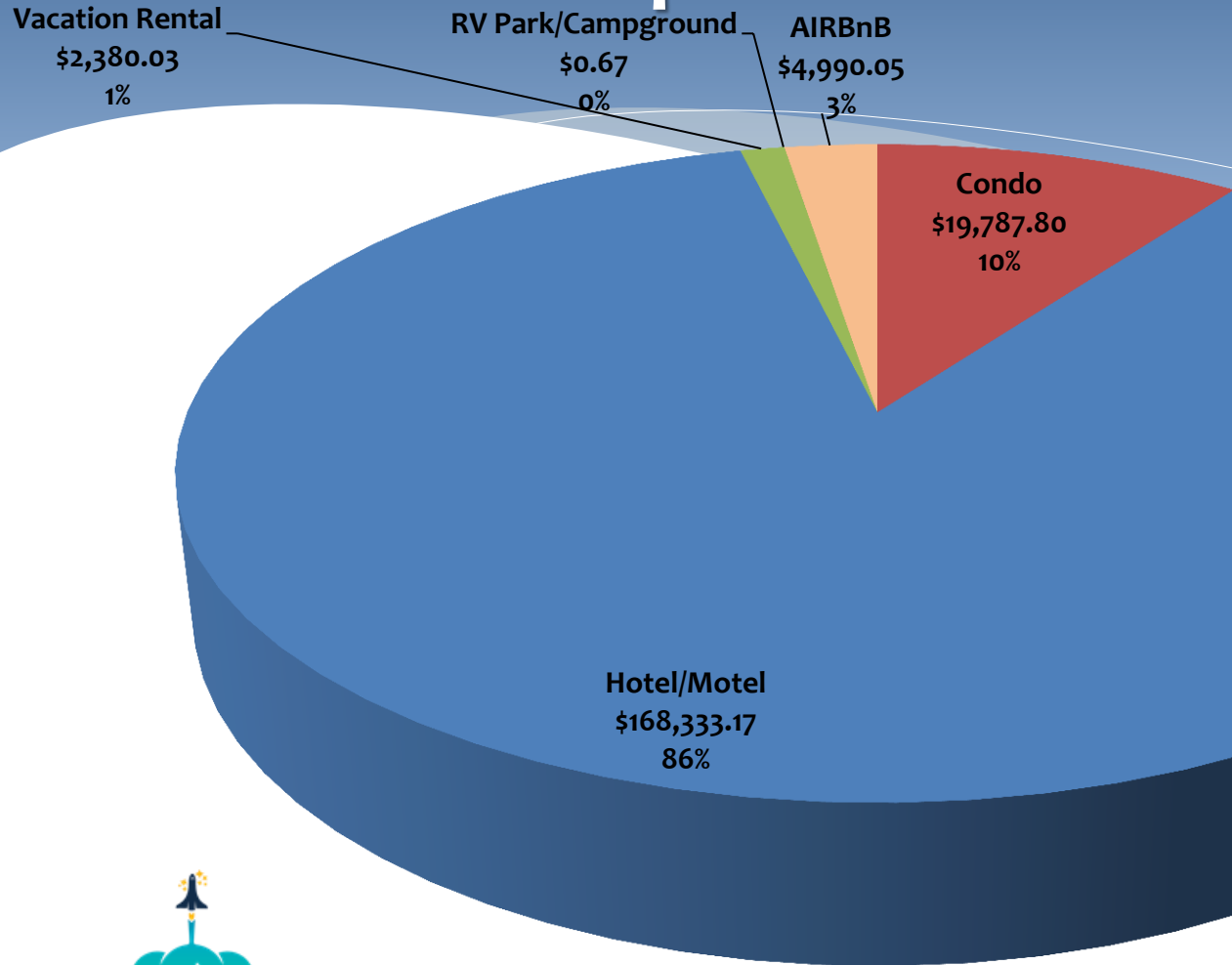


Melbourne Beach Area by Type

September 2016



Melbourne-Viera-Palm Bay Area by Type September 2016

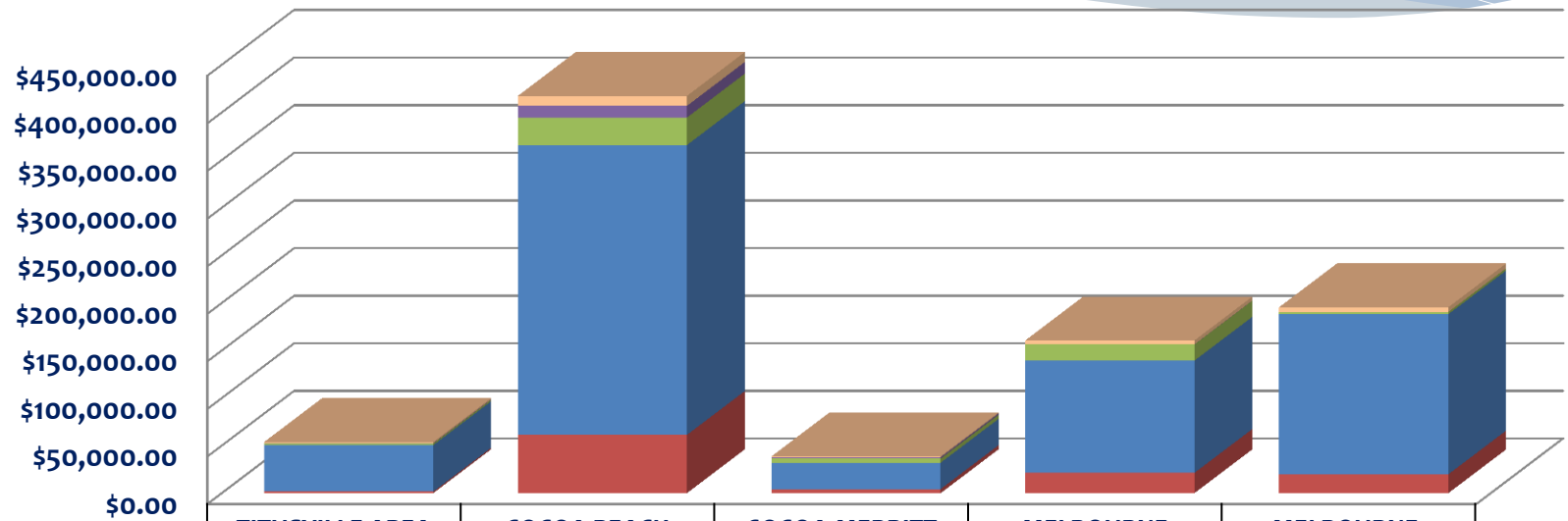


\$195,491.72



Tourist Tax Collections by Type

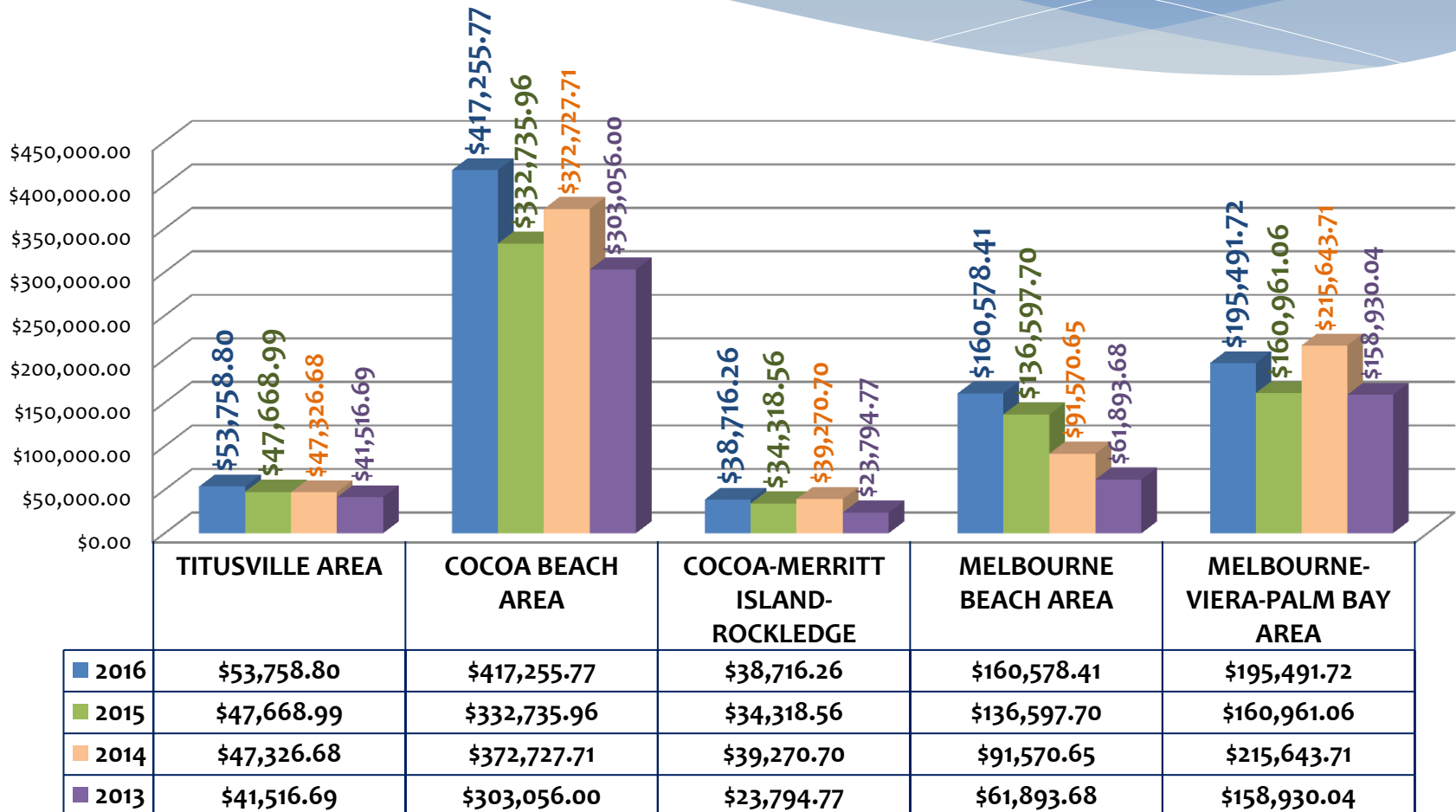
September 2016



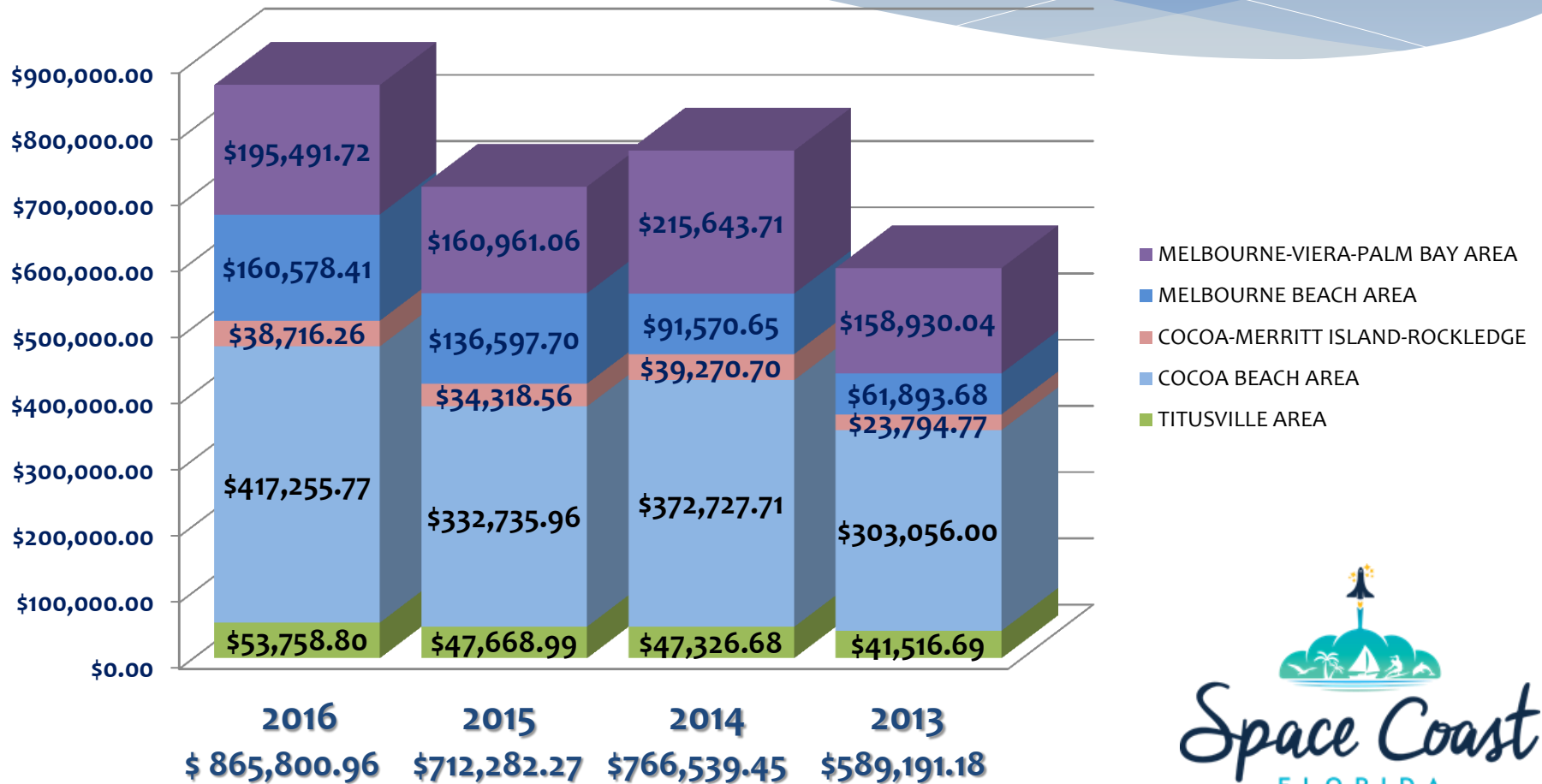
	TITUSVILLE AREA	COCOA BEACH AREA	COCOA-MERRITT ISLAND-ROCKLEDGE	MELBOURNE BEACH AREA	MELBOURNE-VIERA-PALM BAY AREA
AIRBnB	\$1,301.75	\$10,414.01	\$867.83	\$4,122.21	\$4,990.05
RV PARK/CAMPGROUND	\$348.89	\$12,231.58	\$1,523.39	\$146.81	\$0.67
VACATION RENTALS	\$1,645.27	\$28,876.06	\$4,323.37	\$16,933.17	\$2,380.03
HOTEL/MOTEL	\$48,858.85	\$304,467.95	\$27,711.39	\$118,023.56	\$168,333.17
CONDO	\$1,604.04	\$61,266.17	\$4,290.28	\$21,352.66	\$19,787.80

Four Year September Comparison by Area

FY13, FY14, FY 15 and YTD 16



Four Year September Comparison by Area FY13, FY14, FY 15 and YTD 16



Revenue Analysis

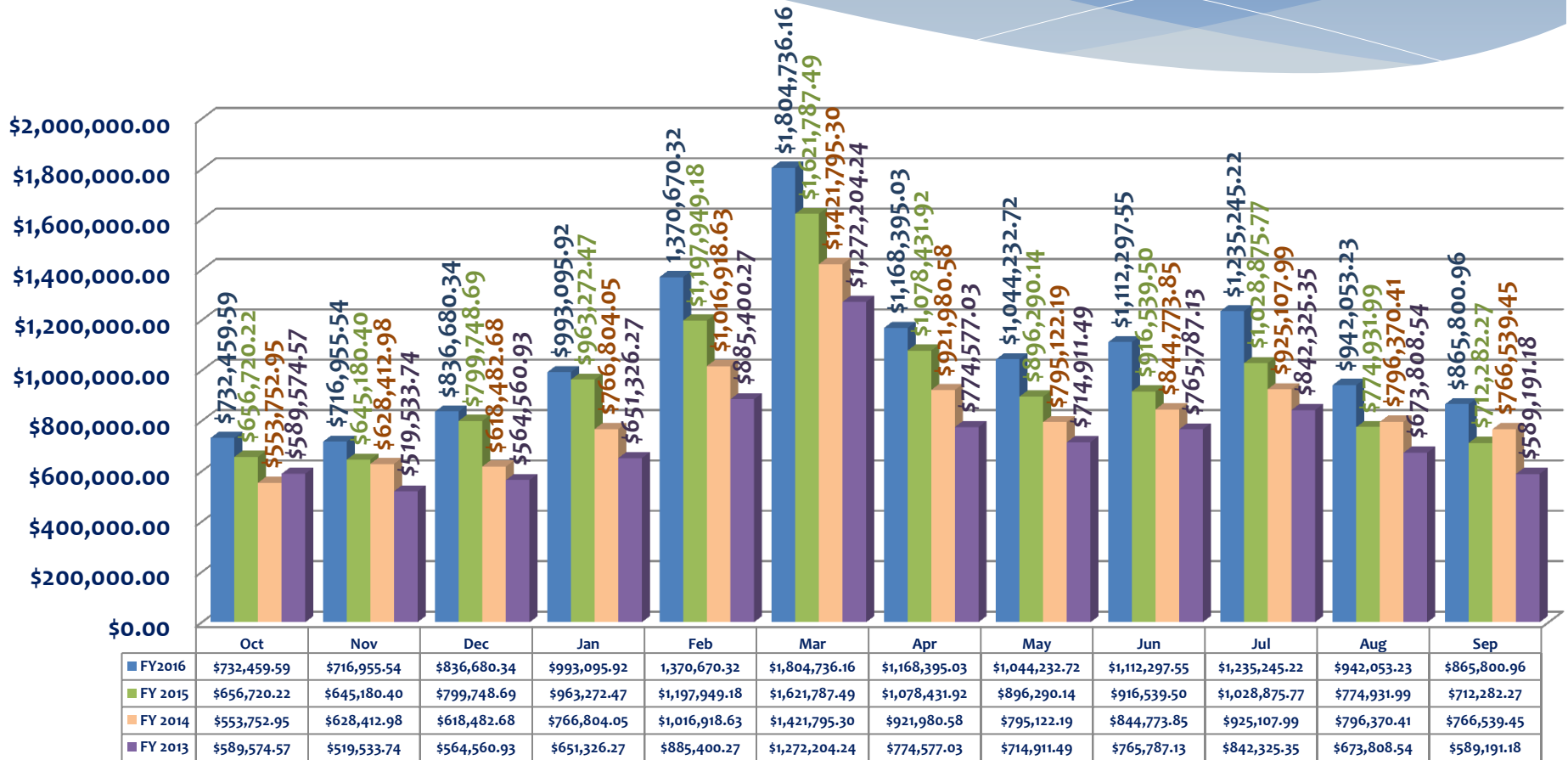
FY14, FY15 and YTD FY16

MONTH	FY2016	FY 2015	2016 TO 2015		FY 2014	2015 TO 2014		FY 2013	2014 TO 2013	
			\$Variance	% Variance		\$Variance	% Variance		\$Variance	% Variance
Oct	\$732,459.59	\$656,720.22	\$75,739.37	11.53%	\$553,752.95	\$102,967.27	18.59%	\$589,574.57	-\$35,821.62	-6.08%
Nov	\$716,955.54	\$645,180.40	\$71,775.14	11.12%	\$628,412.98	\$16,767.42	2.67%	\$519,533.74	\$108,879.24	20.96%
Dec	\$836,680.34	\$799,748.69	\$36,931.65	4.62%	\$618,482.68	\$181,266.01	29.31%	\$564,560.93	\$53,921.75	9.55%
Jan	\$993,095.92	\$963,272.47	\$29,823.45	3.10%	\$766,804.05	\$196,468.42	25.62%	\$651,326.27	\$115,477.78	17.73%
Feb	1,370,670.32	\$1,197,949.18	\$172,721.14	14.42%	\$1,016,918.63	\$181,030.55	17.80%	\$885,400.27	\$131,518.36	14.85%
Mar	\$1,804,736.16	\$1,621,787.49	\$182,948.67	11.28%	\$1,421,795.30	\$199,992.19	14.07%	\$1,272,204.24	\$149,591.06	11.76%
Apr	\$1,168,395.03	\$1,078,431.92	\$89,963.11	8.34%	\$921,980.58	\$156,451.34	16.97%	\$774,577.03	\$147,403.55	19.03%
May	\$1,044,232.72	\$896,290.14	\$147,942.58	16.51%	\$795,122.19	\$101,167.95	12.72%	\$714,911.49	\$80,210.70	11.22%
Jun	\$1,112,297.55	\$916,539.50	\$195,758.05	21.36%	\$844,773.85	\$71,765.65	8.50%	\$765,787.13	\$78,986.72	10.31%
Jul	\$1,235,245.22	\$1,028,875.77	\$206,369.45	20.06%	\$925,107.99	\$103,767.78	11.22%	\$842,325.35	\$82,782.64	9.83%
Aug	\$942,053.23	\$774,931.99	\$167,121.24	21.57%	\$796,370.41	-\$21,438.42	-2.69%	\$673,808.54	\$122,561.87	18.19%
Sep	\$865,800.96	\$712,282.27	\$65,518.69	21.55%	\$766,539.45	-\$54,257.18	-7.08%	\$589,191.18	\$177,348.27	30.10%
TOTAL	\$12,822,622.58	\$11,292,010.04	\$1,530,612.54	13.55%	\$10,056,061.06	\$1,235,948.98	12.29%	\$8,843,200.74	\$1,212,860.32	13.72%

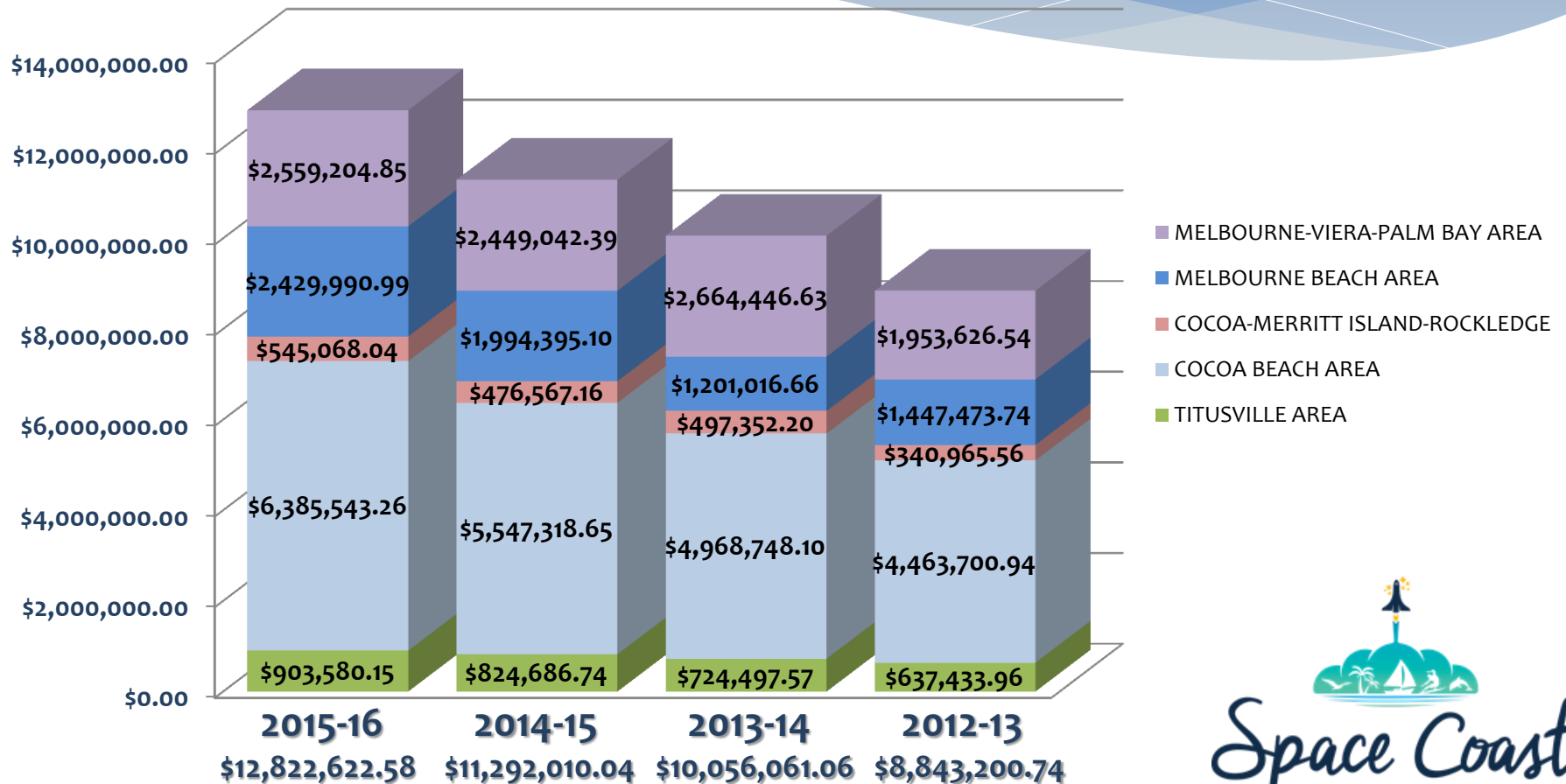


Revenue Analysis

FY13, FY14, FY 15 and YTD 16

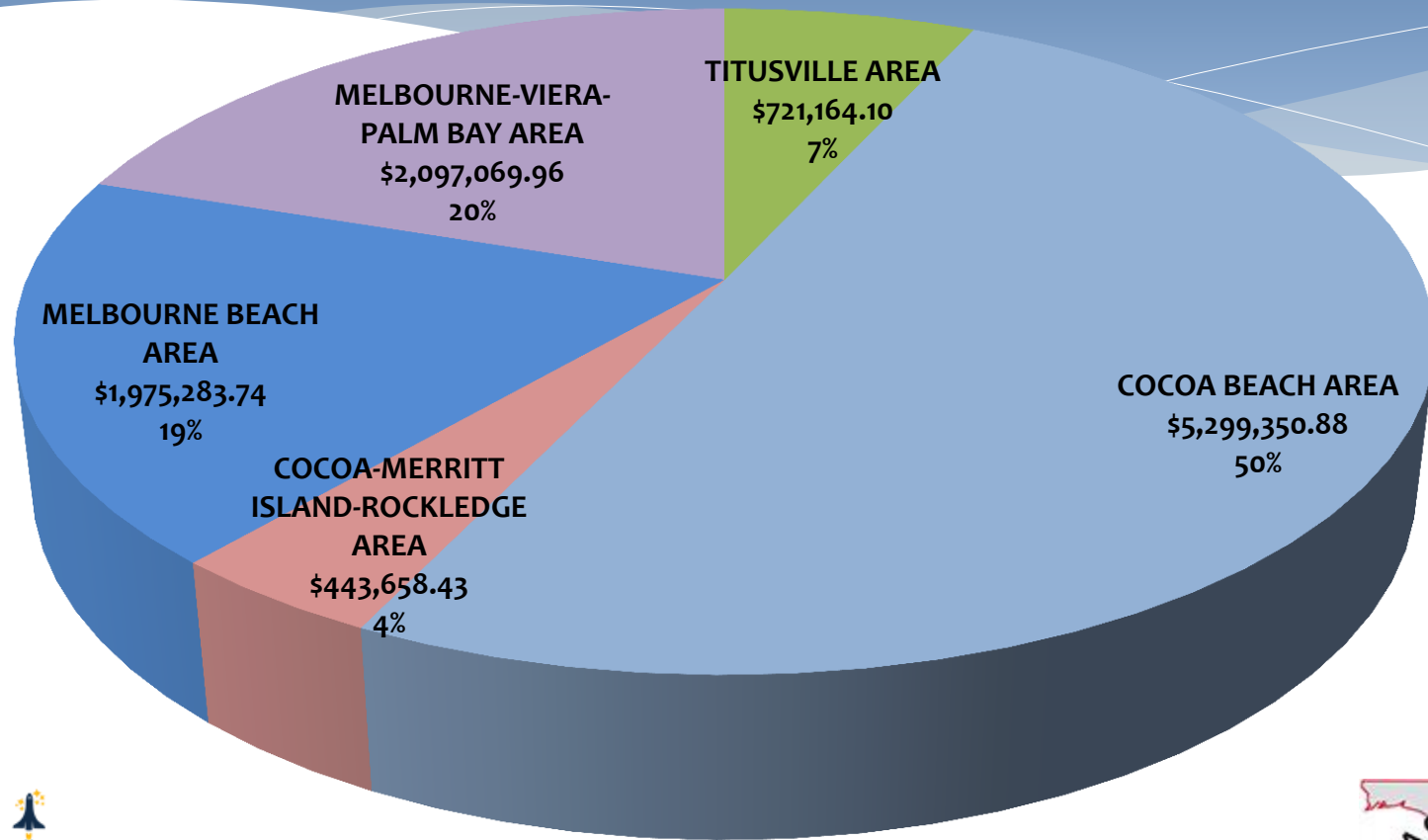


Four Year Comparison by Area



Tourist Tax Collections by Area

Calendar Year 2016 as of September 30th

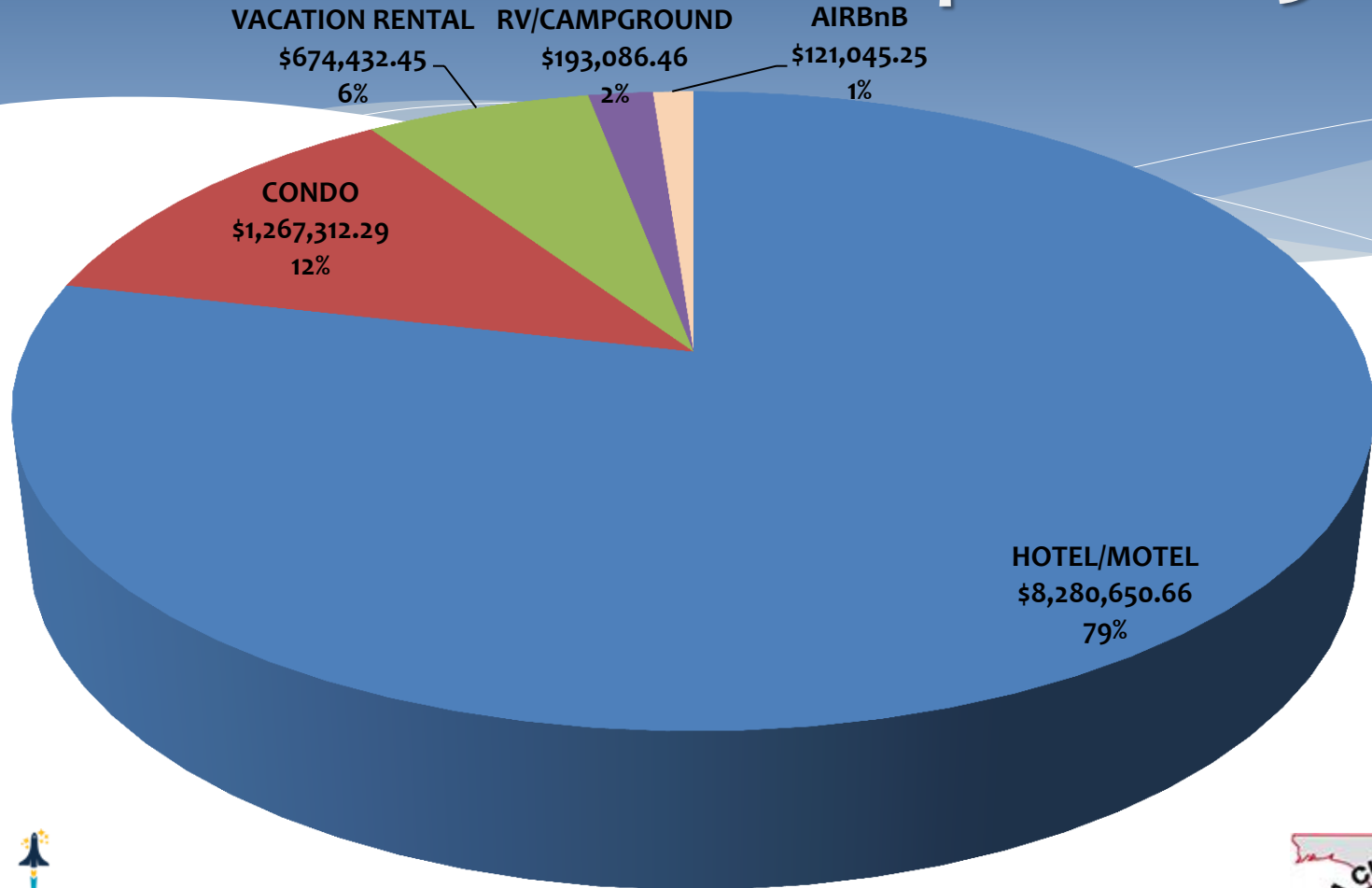


\$10,536,527.11



Tourist Tax Collections by Type

Calendar Year 2016 as of September 30th

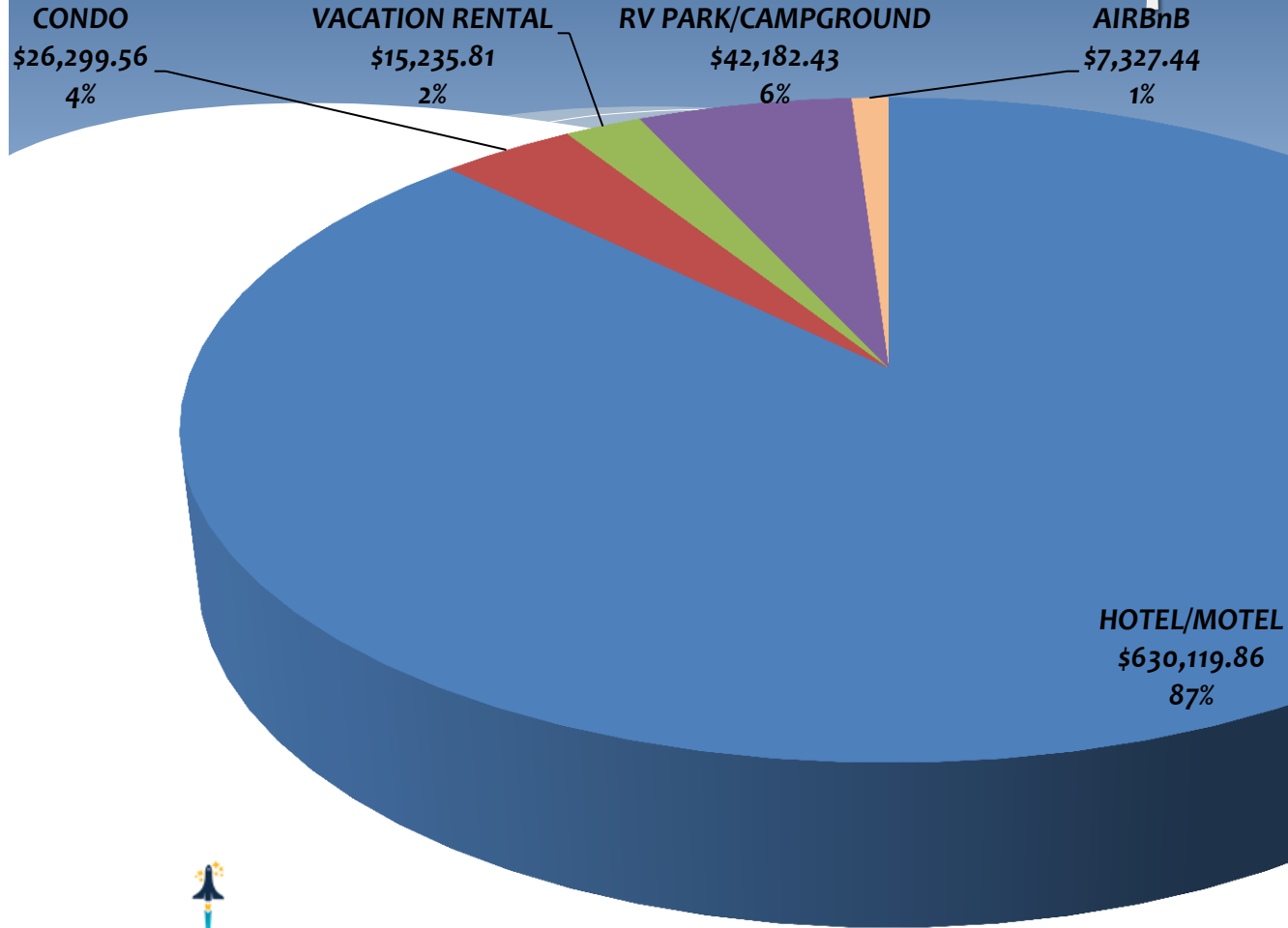


\$10,536,527.11



Titusville Area by Type

Calendar Year 2016 as of September 30th

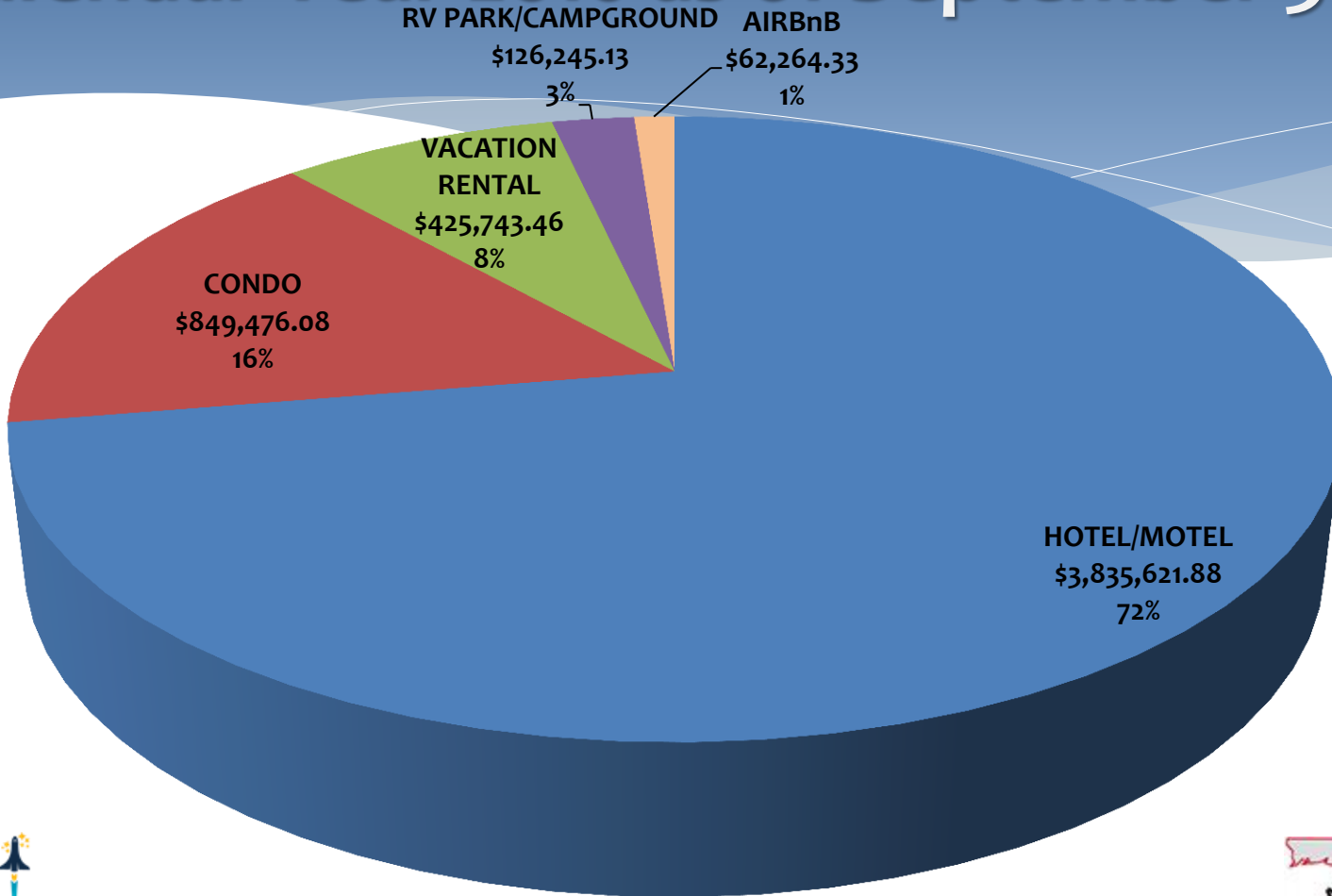


\$721,164.10



Cocoa Beach Area by Type

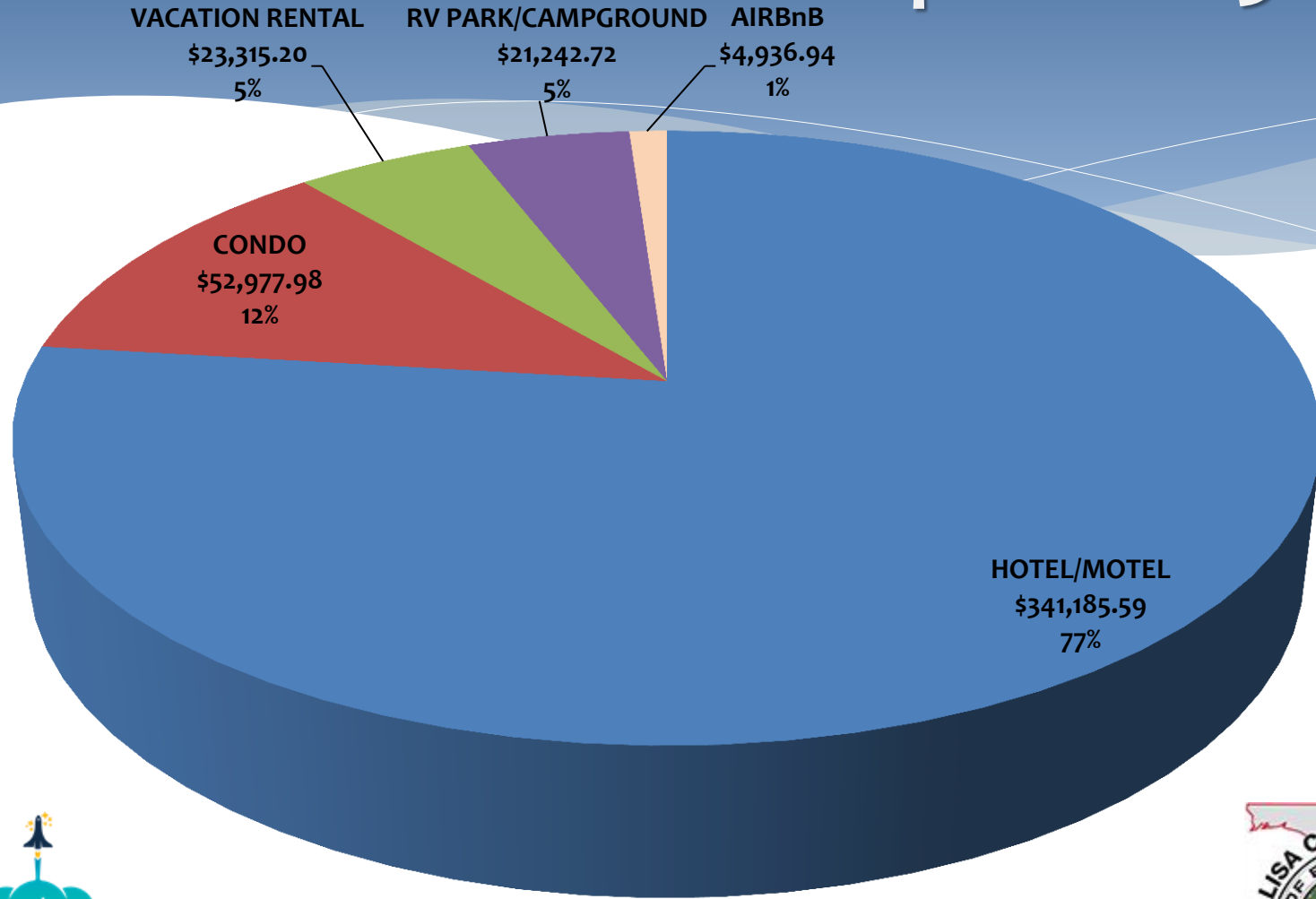
Calendar Year 2016 as of September 30th



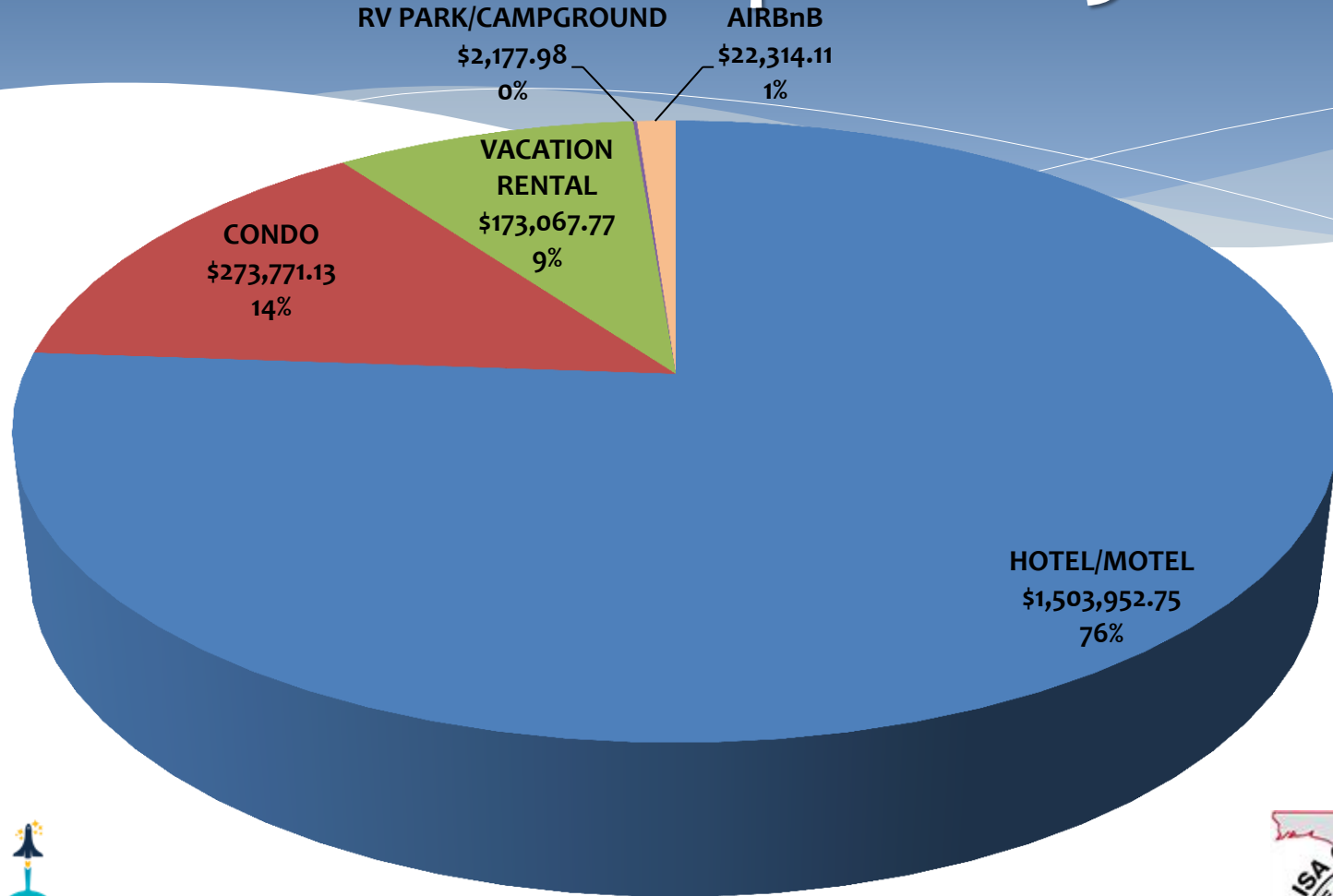
\$5,299,350.88



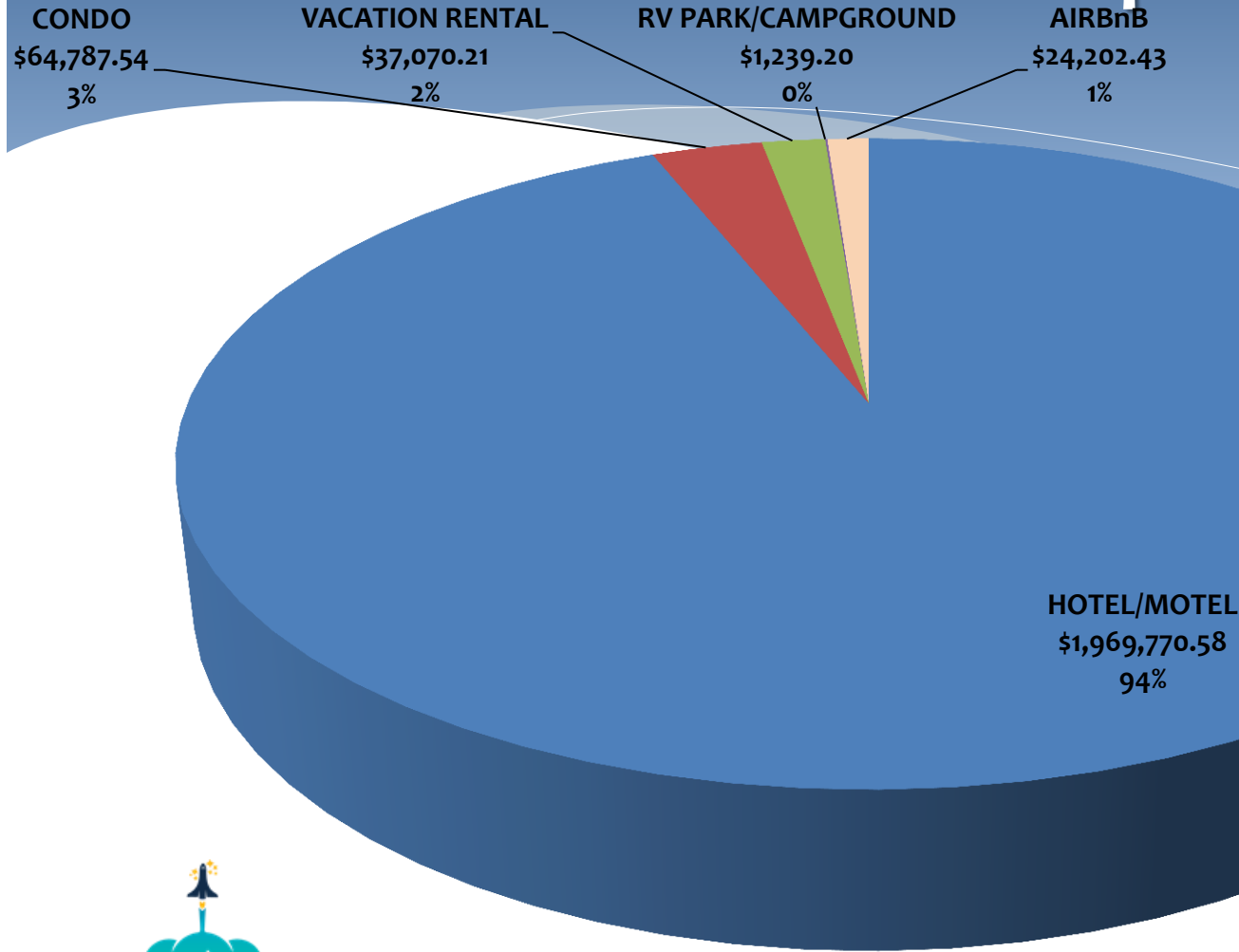
Cocoa-Merritt Island-Rockledge Area by Type Calendar Year 2016 as of September 30th



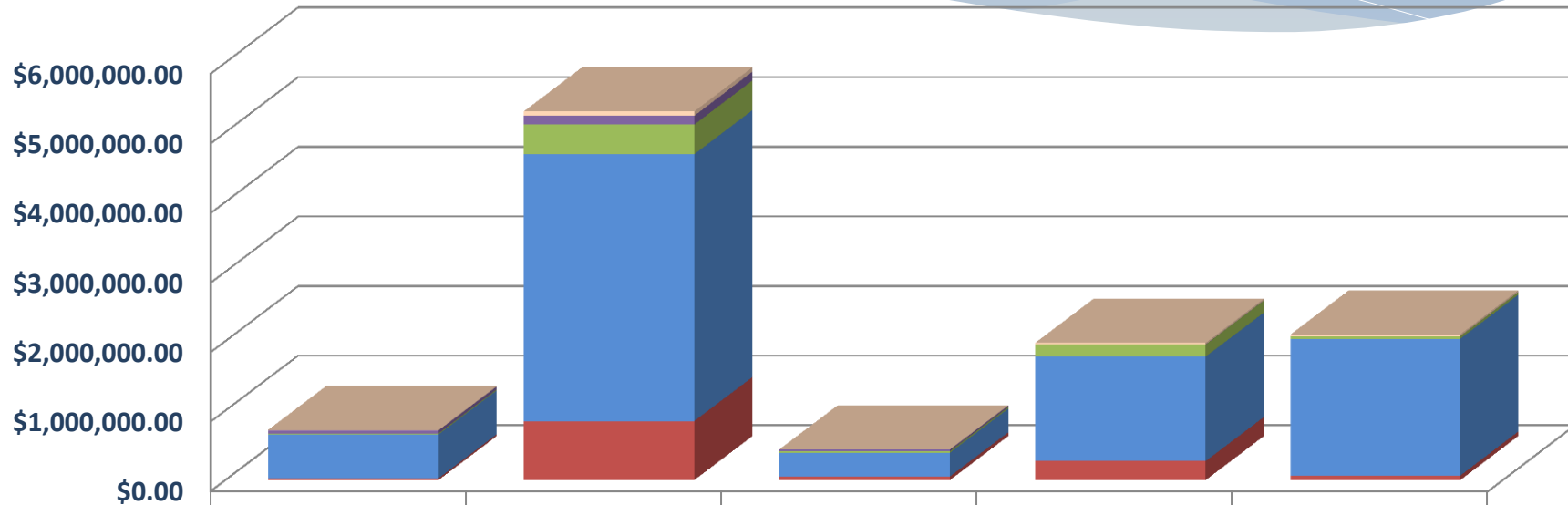
Melbourne Beach Area by Type Calendar Year 2016 as of September 30th



Melbourne-Viera-Palm Bay Area by Type Calendar Year 2016 as of September 30th

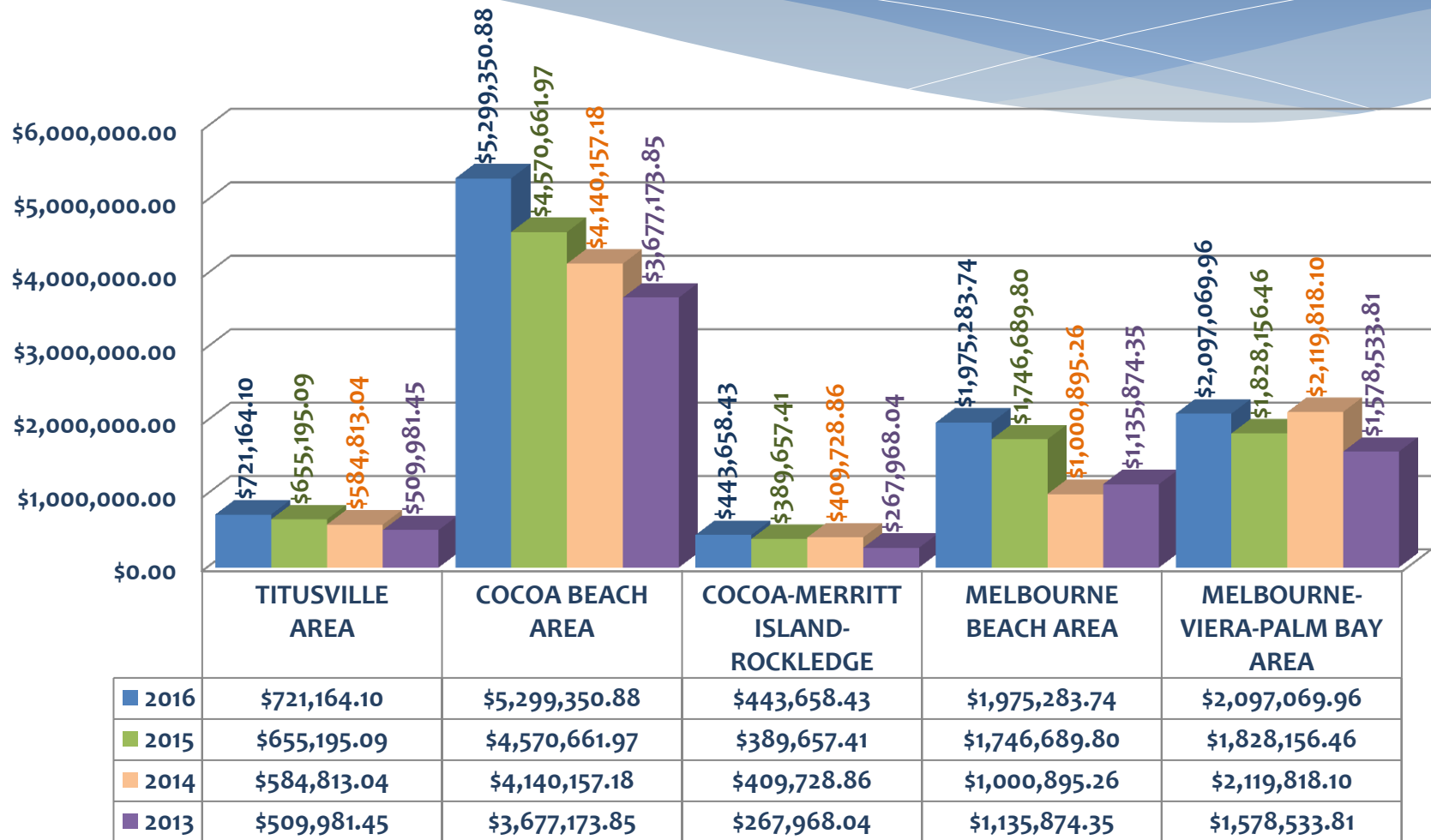


Tourist Tax Collections by Type as of September 30th Calendar Year 2016

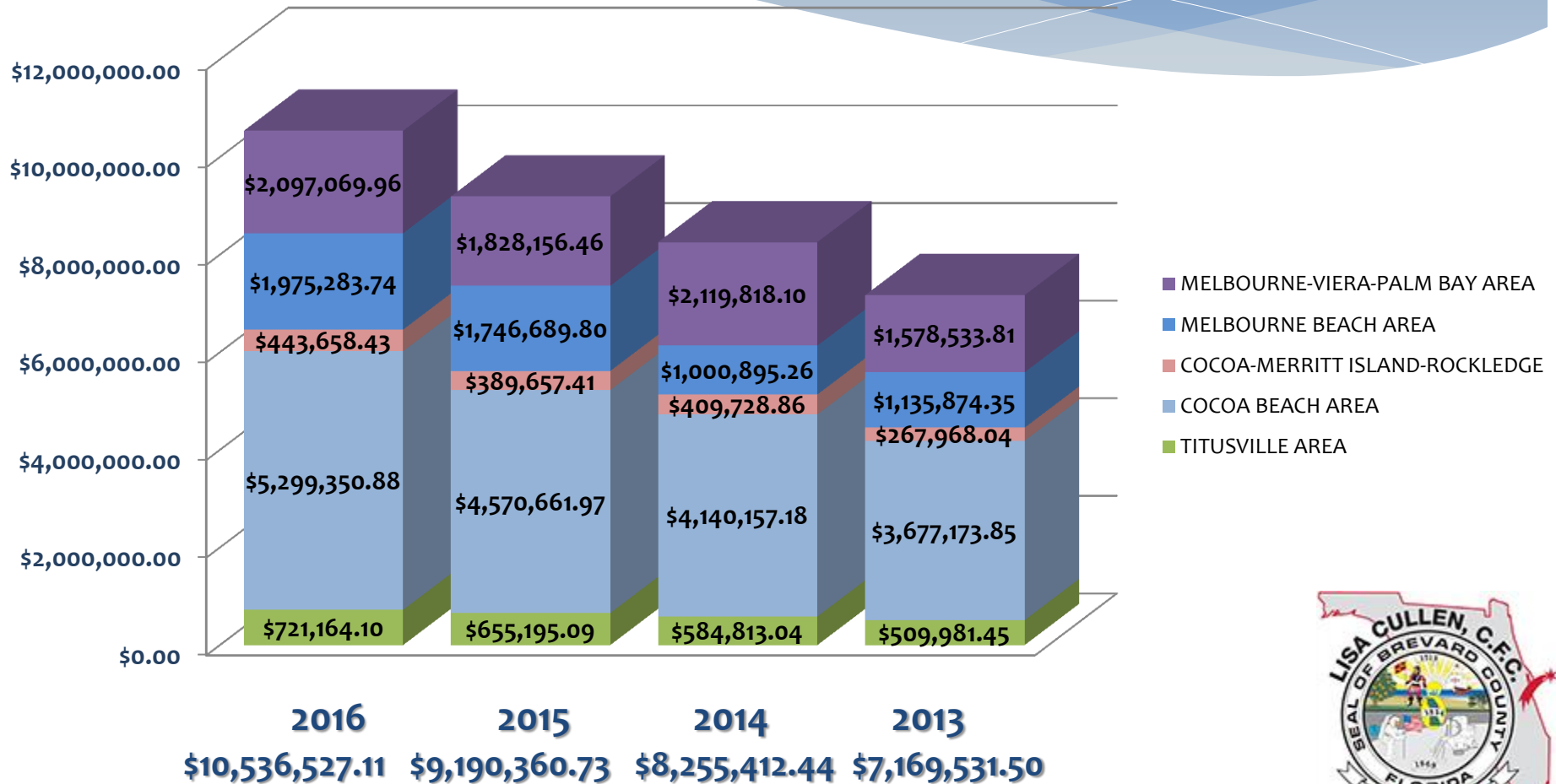


■ AIRBnB	\$7,327.44	\$62,264.33	\$4,936.94	\$22,314.11	\$24,202.43
■ RV PARK/CAMPGROUND	\$42,181.43	\$126,245.13	\$21,242.72	\$2,177.98	\$1,239.20
■ VACATION RENTAL	\$15,235.81	\$425,743.46	\$23,315.20	\$173,067.77	\$37,070.21
■ HOTEL/MOTEL	\$630,119.86	\$3,835,621.88	\$341,185.59	\$1,503,952.75	\$1,969,770.58
■ CONDO	\$26,299.56	\$849,476.08	\$52,977.98	\$273,771.13	\$64,787.54

Four Year Comparison by Area as of September 30th Calendar Year 2013, 2014, 2015 & 2016



Four Year Comparison by Area as of September 30th Calendar Year 2013, 2014, 2015 & 2016



Supporting Data and Service Contributions



Planning & Development